

ABSTRACT

A method and system implementing a variable pricing structure that applies to goods and services available from a vendor, and rewards customers who spend more is described. Customers can select a combination of the offered goods and services offered by a vendor, rather than choosing from among a few, pre-bundled packages. A progressive discount is employed in the determination of the price of the combination, such that increasing the number of goods or services, or increasing the level of service results in greater discounts. The offering price of this combination is conveyed to the customer, and opportunities to make changes to the selected combination are provided. The opportunity to initiate the purchase of the selected combination is also provided.